

NEW ONLINE SOLUTIONS FOR GENERATION OF NEW CUSTOMERS

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ABSTRACT

Customers are crucial resource in each company. That is why companies should pay attention of getting new customers and satisfy their demands and needs. Companies can attract and get new customers through usage of effective and powerful online solutions. These kinds of solutions can be online solutions for collaboration and communication with customers, online solutions for training, online solutions for sharing content and valuable information to customers and online solutions for doing promotions and presentation of products and activities of the company.

In this paper will be presented all of these innovative online software solutions that can help companies to keep the existing customers and to attract new customers. Also in the theoretical part will be explained the reasons why companies should use these kinds of solutions and what benefits they can get.

In the practical part of this paper will be shown case study of company that is selling these kind of software solutions and also use the same solutions for attracting new customers.

The goal of this paper is to motivate all the companies to start working with innovative solutions, to be different than their competitors and to reach their goals. If companies are using these kinds of solutions they can declare like innovative companies that are using proper tools based on proper knowledge for working and attracting new customers.

KEYWORDS: Online Solutions, Customers, Web Meeting, Webinars, Trainings

INTRODUCTION

CUSTOMERS-THE MOST IMPORTANT PEOPLE IN THE COMPANY

Customers are the most important people for each company. They are the most important resource for the company success (Marketing theory, n. d).

Understanding the customer is more important than ever. (www.sas.com) Customer is not only a person who buys goods from a particular company. Customers can be the suppliers of that company, clients that cooperate with the company, an employee of that company etc. We can conclude that customer is any person or group that buys products from the company. All these customers have different opinions, needs and requirements in terms of products offered by a particular company, prices, the way of supply, post-sale services etc. All these needs and demands of consumers are of a great importance for the company. The company should pay attention to all of these needs and requirements in order to create suitable actions to meet them. Only by meeting the needs and requirements of customers, the company can keep existing

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customers and can contribute for the increase of their number and the number of orders. Besides monitoring and meeting the needs and requirements of existing customers, the company should pay attention of their potential customers also, in order to make actions to attract them. The company should realize who are their potential customers and should find a way to attract them. First, that company should get as much as possible information about the customers (Ontario, 2013). The more information a company has for its potential customers, the faster and easier a company can adapt its products to the needs and desires of the customers.

Companies can get more information for their customers if they make a proper research and on that way discover necessary knowledge of their customers, knowledge regarding their demands, needs and trends that they are following.

ALREADY KNOWN ONLINE WAYS FOR ATTRACTING NEW CUSTOMERS

In order to effectively make sales, companies need to have customers. The customer generation is the act of establishing interest in products or services among a target market. If companies want their message to be heard through more than one channel, it's important to establish a strategy that creates some demand, which is what new customer generation strives to do. It's all about brand awareness, pulling down new customers and making sales.

Today companies are trying all the time to attract new customers through online activities that are using most of the companies. They are trying to make a web site where they can publish their products, share valuable information, then capture customer information through a form that asks questions about their needs and wishes etc. Also on the web site, customers can fill contact form and get in touch with the company.

Companies can have an auto-responder in order to answer to all emails messages of their potential and existing customers. Companies can share content on social networks and be present on other web sites. Companies can prepare e-books and other online brochures and send to their customers. Also popular ways to attract new customers is companies to do promotions of their products at online newsletters, online stores and other web site that promote products from their category.

All of these online activities are popular and almost each company is using in order to attract new customers. If companies are using these online activities for getting new customers, that means that they are not differentiate then the other companies and they cannot be effective as they want.

INNOVATIVE ONLINE SOLUTIONS FOR ATTRACTING NEW CUSTOMERS

Now more than ever, people need the ability to collaborate effectively with customers—around the world, across devices, and through technical boundaries. Also today's customers look everywhere for essential content in order to make smart buying decisions. Therefore, they need content that makes them smarter and more knowledgeable. (Pulizzi, 2013)

With the help of proper online solutions, companies can captivate its potential customers with rich, engaging, and interactive experiences that can be available to virtually anyone, anywhere, on virtually any device, with just a click of a button. (www.connectonline.no)

This new way of attracting customers causes novelties in buying process and process of satisfying the needs of the customers. The revolutionary changes in the buying process mean that companies need to adapt every stage of the revenue cycle process, from marketing to selling and even after the sale. (Ogden, 2013)

This can be done through usage of proper online solutions for web meetings, webinars and trainings.

ONLINE SOLUTIONS FOR WEB MEETINGS

This kind of solution enables companies significantly to improve their collaboration, both inside and outside your organization's walls. Companies can use this solution for a full range of online meeting needs, from simple screen-sharing all the way to mission-critical, real-time collaboration. This solution allows company teams to work more efficiently and effectively, increase productivity and help to reduce costs.

With online solutions for web meetings companies can:

- Engage customers in complete mobile-to-mobile collaboration, with the ability to host, present, and collaborate anytime, anywhere on virtually any device;
- Help ensure easy meeting access for all participants with no desktop client downloads;
- Enable rich, highly collaborative interactions with potential customers;
- Companies can create its own personal digital office in the cloud with a customized URL that's always on, and content and layouts that remain in place;
- Companies can turn every meeting into a knowledge asset with interactive, customizable, and indexed recordings;
- Companies can ensure secure communication and compliance with their potential clients;

ONLINE SOLUTIONS FOR WEBINARS

Online solution for Webinars (Web Based Seminars) helps companies to deliver compelling, immersive events, to maximize attendance and measure results for optimized outcomes.

With online solution for Webinars,:

- Companies can drive registrations with powerful tools to promote and manage events to its potential customers;
- Companies can prepare events in advance with persistent meeting environments to store layouts and pre-recorded content for seamless, live replay;
- Also companies can maximize attendance with easy, password-optional event entry, and access via virtually any device;
- Companies can deliver experiences that inspire participants to take action with tools that help them communicate their message with the greatest impact;
- Companies can identify the most relevant prospects and integrate with enterprise systems;
- Companies can optimize events for maximum effectiveness with proper analytics;

ONLINE SOLUTIONS FOR TRAININGS

Online solution for online training provides a complete solution for companies for rapid training and mobile learning, enabling rapid deployment of training accessible from anywhere, anytime, on virtually any device - leveraging

industry-leading content authoring tools, rich learner registration capabilities, and powerful learner management and tracking tools.

With online solutions for training, companies can:

- Rapidly create and deploy engaging courses and content;
- Maximize training attendance with powerful on boarding tools and reminders;
- Enable mobile learning with instant access to training from virtually any device;
- Deliver immersive experiences in live and on-demand classes;
- Efficiently manage and track training;

CASE STUDY: CONNECT INNOVATION

Connect Innovation is created as a collaboration between the Adobe Connect partners from Sweden, Denmark, Finland and Norway.

Connect Innovation is a leading provider of technology for web meeting, webinars, online training, E-learning and audio conferencing in Nordic area. Connect Innovation offers solutions that can be used in different market segment such as e-education, e-finance, e-health, e-marketing and e-society. With its solutions companies from different market segment can communicate, train and collaborate online locally and globally with their employees, customers, suppliers and other stakeholders across different devices.

Connect Innovation helps companies to organize their work activities according to the data knowledge that they possess; to make presentations and trainings to their colleagues regardless where they are placed; to have net meetings with their clients, to held webinars, to learn and to share valuable information and documents.

The same solutions that is selling to its customers, Connect Innovation is using for its own customers and for attracting new. This company organizes online meetings with its potential customers regardless where they are placed and regardless on which device. On this way company is all the time with a contact with its potential clients and gives them information regarding products in which they are interested in. That means that Connect innovation is all the time in a contact with its potential customers. Also this company through its own online solutions prepares webinars where shows interesting presentations and share valuable content in order to attract its potential customers. Connect Innovation also organizes training for its potential customers where presents how its solutions can be used. With these activities Connect Innovation satisfies its existing and all the time attract new customers. Also Connect Innovation through usage of its own solutions for attracting new customers is keeping the leader position on the market and archive its own goals.

Connect Innovation surpassed many traditional barriers for communication and improved the work processes for getting new customers.

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